

printing these elements with different printing cylinders,

and

10 periodically shifting one of said printing cylinders off from the web, each time for at least a duration of one turn of the printing cylinder.

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image comprises a number of subsequent panels, said panels having at least one element that is different from panel to panel, and wherein these elements are printed with a plurality of printing cylinders, and wherein:

said step of printing includes the step of printing at least one of said elements with each printing cylinder, and

said step of periodically shifting includes the step of timing "on" and "off" adjustment movements of the printing cylinders such that each printing cylinder leaves those panels empty for which the elements are printed with another one of the printing cylinders.

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3. (Amended) The method of claim 2, wherein the printed image has an element that is identically repeated for each panel, and said step of printing includes the step of printing this element with a separate printing cylinder which remains

5 constantly in an "on" position.

4. (Amended) The method of claim 1, further comprising the

step adjusting a plurality of printing cylinders "on" and "off" at timings that are offset in such a manner that an "on" adjustment of one printing cylinder occurs at a same longitudinal register as an "off" adjustment of another printing cylinder, so that the elements printed by these printing cylinders are in registry and form, in combination, an integral pattern.

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7. (Amended) A rotary printing press comprising:
a plurality of printing cylinders,
a feeding device for feeding a web to be printed,
a shift mechanism for adjusting the printing cylinders
5 individually on and off from said web, and
a control unit adapted to control the shift mechanism
for at least one of said plurality of cylinders such that this
cylinder is periodically adjusted on and off from the web during
the printing operation.

8. (Amended) The printing press of claim 7, wherein said
shift mechanism is adapted to shift said at least one printing
cylinder, that is adjusted on and off periodically, between an
"on" position and an "off" position within a length of time that
5 is substantially smaller than a rotation period of said printing
cylinder.
